Iris Feng

Food Revolution

In “Food Revolution 203”, Jamie Oliver records his footage in educating high school kids about food and convincing Dino, fast food restaurant owner, to replace the meat with Jamie’s product. The two events share a common goal-to spread awareness and knowledge of healthy food and especially in terms of fast food and school cafeteria lunch. He endeavors different methods including school approach, emotional appeal, graphical visuals, and facts.

He first comes to school and hope to talk to students and faculties about cafeteria food. However, he is not allowed to take pictures or enter cafeteria. He cooks food and serves a small group of students next to garbage area, but he is warned that what he did is against the union. Although his initial attempt fails, but putting it on tape for broadcast will attract public attention and skepticism on why school is exclusive on showing the process of making lunch. He then takes the opportunity to talk to parents and reveals his concerns for students’ health emotionally. Exposing the information to parents, whose children eat school lunch, would be more effective in making a change since parents know how to handle the issue in an adult way. Oliver then tests student on origins of food. More than half of high school students don’t know where honey comes from and thus shows school’s ignorance on food education and raise public concern for future generation. Oliver also uses female bugs (used for candy and sprinkles) and feather (used in cookie dough) to create a more realistic product of ice cream sundae. The visual approach disgusts the students and thus effectively opens their eyes and makes them question about food.

On the other hand, Oliver tries to convince Dino to use his healthier meat and in return, Dino would get brand new equipment and free advertisement on number one radio station. The attempt fails as Dino is unwilling to take the risk. Oliver then set up a meeting between Dino and Sophia, whose family suffers from type two diabetes as a result of eating fast food. The emotional appeal again fails as Dino responds that “bottom line is that [fast food] is a choice, is like cigarette or alcohol.” Oliver forgets that Dino also has to make a living. Therefore Oliver then uses public reaction on Revolution Burger to convince Dino that “healthier food can be fast, can be tastier, and it doesn’t have to cost that much.” Consumers’ praise finally convinces Dino to use Oliver’s meat.

Although there are many failures during the process, Oliver continues to try different approach until he finds a successful one. Ultimately, broadcasting the show would bring what he sees to a wider audience and thus promote healthy food more effectively.